



Expand Your Fempire Podcast #4 – How to be a Woman of Impact with Andrea Woolf

Welcome to Expand your Empire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:16] **Caterina Rando:** Hi everybody happy to be with you! This is Caterina Rando, and I am so excited for today's Expand Your Fempire podcast because we have an amazing guest.

[00:00:28] Not only is she amazing, she's fun to be with. She's great to travel with. She is a woman on a mission, you know that's my favorite kind. And you are going to absolutely love her: Andrea Wolf, founder of Women of Impact. Hi, my friend!

[00:00:48] **Andrea Woolf:** Hi Caterina. That's quite an introduction! Thank you.

[00:00:51] **Caterina Rando:** Thank you. Now, Andrea, you know, we have so much to talk about we could talk all day.

[00:00:58] **Andrea Woolf:** Yeah.

[00:00:58] **Caterina Rando:** What I want to shine the spotlight on with you is one of the things that you focus on, which is **helping women that are really holding themselves back**. And before we dive into what to do when that's you, tell me how and why, and what creates this phenomenon that doesn't serve us.

[00:01:24] **Andrea Woolf:** Yeah, well, it isn't just one thing. But very commonly it's early training, it's that programming that we get, even as a kid. **You know, how we're taught to be as young girls is different to how boys are encouraged to be**. And, so, you know I'm a recovering Brit, so whatever exists here in America, which is definitely home for decades now, magnify it by a hundred million percent and that's what it's like in England.

[00:01:58] So, it wasn't surprising that when I moved to America, it felt much more me than England did because I've been really quite expressive since I was very young and encouraged to do so, but not everyone is.

[00:02:12] Then you add onto that as we, you know, grow into teens and then all of the inner stresses of teen-hood and what being a girl is, and staying safe, you know, and usually you get to be "careful" in life.

[00:02:27] **Caterina Rando:** Right, right.

[00:02:28] **Andrea Woolf:** And then, and **then you grow into a womanhood and there are expected "ways of being" even there, you know, this sort of a box that you're put into as a girlfriend, as a wife, as a mother and so on.**

[00:02:40] So it's this **ingrained -we learn it, and then we add to it.** We add to it. I had many jobs before I became a coach over 25 years ago. **And in each organization, I could only be expressed up to a point. Otherwise, they're all kinds of labels that got slapped on you.** There's one company with a lot of gossip around me having affairs with multiple men when none of that was going on at all, I was just friendly.

[00:03:11] And then in another company where I was actually removed from a committee I was put onto because I was showing up as a visionary even then. You know, like dreaming stuff up. And then one guy who was not the leader - we were all equal - took it upon himself to get me removed because he felt threatened by me. I wasn't threatening him, but I was eagerly contributing, which drove him crazy. And removed I was.

[00:03:38] So it's very, very interesting. Over the years as a coach, I see women really getting complicated. Women leaders. You know, Women of Impact is for both women executives and women entrepreneurs. And I include women executives because often, they're sick and tired of being sick and tired.

[00:03:57] **And you keep feeling that ceiling, keep feeling the restriction.** And then what happens is, I've coached women leaders, really successful executive women who, when it comes to making a case for - I don't want to say standing up for themselves - but really making a case for say where they want the company to invest in creating a division - that kind of level of big stuff. When the leader of the pack is a, is a man, they've been crumbling. **And I coach them to move away from defining that communication is conflict. Because that's where, as women we overcomplicate, we label it conflict and then dread having the conversation.**

[00:04:38] So we kind of create our own experience there where we're not looking forward to having it, instead of **just showing up fully like shining bright, excited about what you want to talk about and making the solid business case for it.**

[00:04:51] So women have gone from terrible suffering in those environments to actually getting fully funded, creating these divisions, these projects, and wonderful, wonderful things in the world.

[00:05:03] But there is an added layer of something that men don't deal with that as women we do. And it's really **learning how to have that refined kind of communication, which is where you expressed that you're not threatening as a woman.** You're not

showing up like, you know, Popeye, after Popeye had spinach, the muscles... **it's not like being forceful; it's being highly effective.** Being an attractor magnet for. **I assert in all areas - not just this one - that as women, our power and our strength comes from our heart. Being heart-centered. Speaking from the heart. Being from the heart. And that way, anything's possible. It's like the waters part and everything becomes possible.**

[00:05:50] **Caterina Rando:** Well, the heart is very attractive in communication. it's not always honored. And many people do open up when you show up with your heart

[00:06:04] Andrea, our audience here are women that have their own business that want to build their Fempire, as you know. And I want to talk about you and your Fempire-building a little bit if that's okay.

[00:06:17] **Andrea Woolf:** Yeah!

[00:06:17] **Caterina Rando:** Because I know you've been at this for a long time like myself, and I have to tell everybody about our special connection, because I love you so much.

[00:06:30] For those of you that don't know, Andrea and I met through a mutual friend Irv Spivak, who was my first business mentor and my lifelong friend as a lifelong friend of Andrea. He officiated Andrea's wedding. He officiated my wedding...which I won't hold against him because I love him so much. And, we met through Irv and that's gotta be about 15 years ago now.

[00:07:01] **Andrea Woolf:** Can I go back a little bit further?

[00:07:03] **Caterina Rando:** Sure.

[00:07:04] **Andrea Woolf:** Cause, this is how I became your number one fan. Through Irv. So Doug and I used to come up to San Francisco regularly because I'm in Southern California, Orange County, and we love San Francisco so much. And I was introduced to Irv through his cousin and his wife, who at the time were my very best friends. So, we'd come up and the three of us would get together and have coffee.

[00:07:27] We'd start the coffee and just share what we're up to like any new things, any progress, uh, not so much challenges, we were really celebrating over coffee. And so when I said I was writing a book - and I did it the old fashioned way, I'll never do that again, took me forever - but he said, "okay, well you need to actually check out Caterina Rando." Caterina Rando? Okay.

[00:07:49] So I went to your website at the time, multiple right? And I really broke out in a cold sweat because back then, even then, you were prolific. And I went, "Oh my God, how do I ever do all that?" Right? Cause I couldn't see how I could do it. So he just said, "just keep following Caterina and you'll see." So then the next visit we updated and I finished my book.

[00:08:12] So the connections happened where I was in awe of you even before we met. And then once I was at a certain place he said, "Now you've got to meet her." And I went, really? And then the next day there we were, having tea together.

[00:08:25] **Caterina Rando:** And it was love at first sight.

[00:08:27] **Andrea Woolf:** Love at first sight. Totally love at first sight.

[00:08:30] **Caterina Rando:** And you know, I want to say a little bit about that because **part of how you'll be successful with your Fempire is cultivating the ability to connect with people.**

[00:08:43] **Andrea Woolf:** Yeah.

[00:08:43] **Caterina Rando:** And Andrea, you have a great way of connecting with people. I think I've developed a great way of **connecting with people. And part of it is attention, simply giving the other person your attention and being a good listener.** You're so fun, and you're so smiley, and positivo, as I am too. And I think that really creates connection a lot.

[00:09:08] And the other thing is that **we're good at not having our attention on ourself, and putting our attention on the other person.**

[00:09:16] **Andrea Woolf:** We're interested in people, we love people. Yeah.

[00:09:19] **Caterina Rando:** Right, genuinely interested. And, you know, we don't talk enough about - I don't call these soft skills, **I call them heart skills - and that they really are essential for building relationships, building influence, gaining clients.** And I would like to shine the spotlight on it here because we became insta- friends. It took me a few more times before you became a client, which is totally fine I had to prove myself first, build more influence. We met, we loved each other as women, but then I invited you to my summit, of course. And then you saw the massive value and you jumped in the fountain.

[00:10:03] **Andrea Woolf:** I did. I actually say that you had me at hello.

[00:10:06] **Caterina Rando:** Yay! Bing, bing, bing! That's awesome. And you've been in the fountain ever since. And for those of you that may not know, **I don't call it a sales funnel. I call it a sales fountain, because we are looking for women to jump in our fountain and keep going round and round and round and never leave.**

[00:10:24] And Andrea, I'm honored to say that you have made more trips around the fountain than I think anybody else. You will be on our 10th Luxury Retreat very soon, which I'm very excited about. I want to talk more about women in business, and I have to ask you though, because I think it's important for me and for our listeners. **What is it that allows me to be so lucky to have you coming back year after year to our luxury retreats?**

[00:10:56] **Andrea Woolf:** [With that particular event of yours, it's different than all of the others and it's all about the inner game and having fun. **I'm absolutely a strong believer that when you're happy, when you're having fun - so this applies to business, too, by the way - but that anything's possible.**

[00:11:18] And so actually how you've grown and designed it is incredible. And so what happens at every single one of them is massive transformation in the group. And, it's absolutely an honor and a privilege to be there, number one, for that, to be in love and support of every incredible woman who's also attending.

[00:11:40] And I can't see myself not being there. Does that make sense? It's something I look forward to. I look forward to it. Every year it's different, and highly creative, and freedom to be. You know, to breathe, to enjoy, deep connections happen at the luxury retreat every single time. And ways that it's different to the speaking and the business programs that you have, and also the reason I'm in your world and I'm not going anywhere is because you are such an innovator.

[00:12:19] So you keep it fresh. There's some things I need to hear 4,000,012 times, I just do, as a recovering perfectionist. And I know I'm not alone. Right? We need to have repetition to actually then do it. But that particular event, the retreat it's like, Oh my God, it's, it's one of the highlights of every year, every year. Every single year.

[00:12:42] **Caterina Rando:** That's awesome. Well, thank you, Andrea, for that. I was curious, looking at it from a business perspective, you know, what are the ingredients? And I think it's good for our listeners to hear that, you know, there's, there's always fun. There's always innovation. It's always different. I do facilitate and cultivate deep connection with the ladies, with each other and of course fun and all of that contributes and keeps the ladies coming back. And Andrea, I'm honored to have you in our community, and you have your own amazing community called **Women of Impact.**

[00:13:16] And I want to talk more about what you're doing with Women of Impact. But before we do that, can you take a minute and share, **how would somebody know if they're a woman of impact or how do you define a woman of impact?** Because, you know, I think that women don't see the massive value that they bring, which is why I like to tell them 400,000 times that they have massive value to bring. How does a momma know that she's a woman of impact?

[00:13:47] **Andrea Woolf:** Yeah. So before I go to like the elements, what I call the five keys of impact, what I'm finding, and it's not an accident because it's **how I describe women of impact, that they have in their heart a desire to make a difference. To in some shape or form change the world.**

[00:14:04] **So that's one of the attractor magnets.** The fact that I say that there are three pillars, if you like. What it's about is **professional success.** This is business or career, right? Um, all the aspects of that. **Personal fulfillment,** very important for women, everything not business...

[00:14:23] **Caterina Rando:** Right

[00:14:23] **Andrea Woolf:**...for many, many reasons. Very, very important for us. Just business is not enough, right? And then the third, which is my personal favorite, what I'm calling, "**Be the Ripple Now!**" with an exclamation point after it. And what that's about is helping every woman get that they matter because often we forget and then we get the mischief in our relationships, it's personal. Then it'll be ongoingly reminders of how much you matter, right, as part of the community. And then taking that magnificence, that I call that magnificence, out into the world. Now it's not about the size of it. I have very big vision myself - I'll share that in a minute. But it's not about the size of it.

[00:15:04] **It's that you're actually** - either, either, or it could be and or - **giving** actually giving money, right, to great causes that we'll be designing. So there'll be a structure for that. **And, also doing.** Now, whether it's making a bigger difference in your home. It could be like really making a commitment to do more or better with your kids, for example, or your husband or significant other or your family. Or it could be in your community like your street or it could be global.

[00:15:38] So my personal passionate vision is world peace in my lifetime, we better hurry up. And I do believe it's possible. And in the same breath, the only way **it's possible is when more women find these five keys of impact, find their voice, increase their presence, become super clear about what they're up to, and how they want to make the world a better place.**

[00:16:02] A passion about it, really permission to go there rather than the sort of British thing, right, where we hold back. And then really just be themselves. **Because as women we're more than enough, but we rarely know it. We're more than enough, not just enough, more than enough, just the way we are.**

[00:16:20] **So those are the five keys of impact: presence, voice, clarity, passion, authenticity. And so by shifting the conversation, the global conversation, which is very masculine right now, that is how we'll little by little get back to a much more peaceful world.**

[00:16:38] **Caterina Rando:** I love it, Andrea and I wanna talk more about the pillars and how the ladies can get started having more impact. **I want to speak to what you said about impacting one person.** As you know, many years ago, I guess it's been about 17 years now, when our mutual friend Irv was having a depresso moment. And it was very unusual because he was the King of Optimism. He actually had the optimist creed in his bathroom, which I now have that plaque in my bathroom because Irv has left the planet.

[00:17:13] **Andrea Woolf:** Yeah

[00:17:15] **Caterina Rando:** I put together the bench project, as you know, and I got a hundred people to donate \$50 to buy Irv Spivak a bench. Thank you, San Francisco.

And it's in the botanical gardens, right after you go in. And that was one thing I did for one person. But it's exactly what you said. It had a ripple effect.

[00:17:39] It impacted his life so much that he was more of a ripple than he had ever been before. It impacted all the people that participated in this big love fest. And with all that I've accomplished in my life, Andrea, I consider that one of my biggest accomplishments of my life, and that was for one person.

[00:18:03] **And I share that because oftentimes women think "I'm not having enough impact or I can't have massive impact."** And the thing is that it really is a ripple effect, and you and I, we see this. I see this with my clients, you know, I see that I have a client who walks in my room and doesn't think she's going to be a speaker and a year later she's having her own community and having massive impact.

[00:18:33] **Andrea Woolf:** Yeah.

[00:18:34] **Caterina Rando:** One person is enough to have massive impact. And of course start where we are with that. **How do our listeners, Andrea, how do they get started?** You know, some of our listeners might be struggling just to stay afloat in their business.

[00:18:49] Some of them might be struggling with all there is to do in their business. Some of them might be struggling, as you and I have discussed, with running their business while taking care of their aging parents or their young children or both, right? **If somebody wants to be more of a woman of impact, what do you suggest are her first steps in getting her party started?**

[00:19:13] **Andrea Woolf:** Okay. So I'll answer that question, but I just want to say this. **If you think about it, you really impact one person at a time, anyway. It is one conversation which can change the trajectory of your life.** That's what happened in that tea shop when we met and you interviewed me for four minutes, exactly four minutes, and then you invited me to your event and boom.

[00:19:41] **Caterina Rando:** Bing bing!

[00:19:41] **Andrea Woolf:** I met my first client and they came to your event and I went, "Oh, my God. Oh, my God I've come home." So it is one person at a time. Anyway, really, when you think about it, it's like multitasking. Really, you're doing one thing at a time, but you're trying to juggle at the same time. **One thing at a time, one person at a time, right?**

[00:20:03] So how to get started with Women of Impact? So I have a gift that really will be a great start. So my book is, *Ignite Your Life: How to Get from Where you are to Where you Want to be*

[00:20:15] **Caterina Rando:** Love it

[00:20:16] **Andrea Woolf:** Thank you. Yeah, it think it's incredibly simple. It's deliberately short chapters, for us super smart women who make it so complicated. In fact, one of

my sayings is you have to be smart to make it this complicated. So it's very user-friendly. **There's action steps at the end of the chapter. And what this is, is the first section of the book I've taken it and made a blueprint of it. And walk you through it.**

[00:20:42] The first five chapters, which are all about what's holding you back. It's a great place to start because starting anywhere else would be, you know, like jumping too far ahead of the game. **You're just identifying, when you identify something, this is not intended to afflict plain. It's intended to create clarity.**

[00:21:04] **When you know what's holding you back, then you'll figure out what to do about it, step-by-step.** So I won't leave you alone. How to go get it is on my website. It's www.AndreaWoolf.com - that's A N D R E A W O O L F - L for love, F for frank.com forward slash blueprint, and just go there to cruise right to it. And you can get started that way. [Andrea's free gift: www.andreawoolf.com/blueprint]

[00:21:31] And enjoy. **Remember, this is not about getting into the mud with what's holding you back. It's about just discovering it.**

[00:21:39] **Caterina Rando:** Andrea, thank you for that. And everybody run, don't walk, to take advantage of Andrea's generous gift. Andrea has so much value to bring. She is so great to be with. You're going to absolutely want to embrace her every way that you can, as I have had the privilege to do. And Andrea doesn't live in my neighborhood and I'm so honored every time we get to spend time together.

[00:22:07] Andrea I want to talk about one more thing before we wrap up our time together today. You know, it's all well and good for us to have a desire to be a woman of impact, to run our businesses, make our fabulous plans and then life gets in the way and challenges get in the way. And **what I've seen and I'm sure you've seen, is that ladies can use any life challenge as a good reason to, you know, throwing the towel so to speak.**

[00:22:40] I've seen you go through major challenges and stick with your business. I've gone through major challenges and stuck with my business and it's shown me a level of determination that I didn't know I have had. **Could you share, what do you do when you want to keep building your Fempire but life is getting in the way?**

[00:23:00] **Andrea Woolf:** **There's one answer to this. This is about who you surround yourself with.** You know, often as women, because we're so capable and strong, we think we have to go it alone. And I know this resonates for you and it's who you are, and it's what your community is about, too. **Women of Impact is all about connection, collaboration and community.** You know, we get so much from each other.

[00:23:29] **Caterina Rando:** Right.

[00:23:29] **Andrea Woolf:** So even just by being in the community and then hearing a woman's story, what she's struggling with and then how she's kind of figuring out a way through this, or, or what somebody suggests. **This is the power of community like being in community of like-minded, like-hearted, amazing caring, loving women.** That's who

you are, Caterina. That's who you attract and who you surround yourself with. And exactly the same for me. Exactly the same.

[00:24:02] So, it's very important that we do have that kind of support in ways that are manageable, that are doable, without taking away from your family, right? It's totally practical. But that lift you up, because we all need to be inspired and lifted up. To be loved, to be supported.

[00:24:24] **Caterina Rando:** And to belong. You know, that's something that community gives you that that's a basic human need. And you know, this is very important because what I've seen is that when people have challenges - women, I'll speak for women cause I'm not an expert on dudes, but I'm definitely an expert on the ladies - is that **we tend to isolate**. And, sometimes it's embarrassment, sometimes it's shame, sometimes it's, you know, it's those kinds of things. And really all those kinds of things are us being super hard on ourselves.

[00:24:55] And to do exactly what you're saying, **surround ourselves with like-minded, like-hearted women who are there, not just to be colleagues and collaborators, but they're there to be our friends and, and our sisters and our support**. You know, I will tell you, I had a tough day yesterday and you know that I do the Dance Party Monday mornings with Dr. Beth. And Diana Morgan was there. She'll be a guest in the future. And some of the other amazing women that are welcome, everybody's welcome to come to the dance party. And we do this thing when somebody is having a tough day, Andrea, it's called a puppy pile. It's not a real puppy pile, it's where everybody gives you some love like if you were in a puppy pile

[00:25:45] **Andrea Woolf:** I love that.

[00:25:46] **Caterina Rando:** And I gotta tell you, after my puppy pile yesterday, and we don't do it all the time, it's just like when clearly somebody needs a puppy pile. We did a puppy pile and I got off the Zoom cause we do it via Zoom and I had a great day and I felt so uplifted.

[00:26:02] **Andrea Woolf:** Yeah.

[00:26:03] **Caterina Rando:** **And I shared that because a little time with your sisters can absolutely change everything**. And, and we're talking about it right now in terms of challenges in life. But the thing is, as women in business, many of us work from home. And even though I have my fancy Center, I mostly work from home, you know. And when we're not out and about, **we do isolate too much**.

[00:26:26] So I do want to emphasize for all of our listeners. **Go hang out with Andrea, come hang out with me, because it will absolutely uplift your life**. And if you're too far away to hang out with Andrea and myself live and in-person, you can do it via Zoom or better yet, **start your own community of like-minded, like-hearted women. It will absolutely change your life and uplift your life**.

[00:26:51] **Andrea Woolf:** One more point to make.

[00:26:52] **Caterina Rando:** Yeah.

[00:26:53] **Andrea Woolf:** One of the things I call myself as a life-long learner.

[00:26:56] **Caterina Rando:** Yes.

[00:26:56] **Andrea Woolf:** Especially as a coach, I take it on as a commitment to **ongoingly stretch and grow because if I'm going to be challenging others to do it, I've better be walking my talk.**

[00:27:07] **Caterina Rando:** Right.

[00:27:08] **Andrea Woolf:** So I do. And so **being in community, where there's always something to learn**, there's space to grow, hearing something a slightly different way and it goes in this time, right. Or from the participants in the group in any given group that we're in. So, it is not just all the benefits we just talked about before, but it's a great way to be as an entrepreneur or as an executive. To take on like constantly growing, life is delicious. It's a great way to live.

[00:27:40] **Caterina Rando:** It is, it is very delicious. There are so many delicious things about having your own Fempire, as we have the privilege to enjoy on a consistent basis. My friend, Andrea, I love you forever. Thank you so much for being on my podcast today and being with me to uplift some other women, because **like you, my mission is to make sure every woman knows that she matters.**

[00:28:07] **Everybody, you matter. You have massive value to bring. There's a lifetime supply of people to serve. And let Andrea and my conversation today inspire you to go out there, build your Fempire, be more of a Woman of Impact.** And then, and by the way, Andrea has her own podcast, Women of Impact, as well, which you're going to want to start to follow also.

[00:28:32] **Andrea Woolf:** *Women of Impact, Amazing Women with Inspiring Stories.*

[00:28:36] **Caterina Rando:** Love it. And I've been in the privilege to be a guest and I'm ready to get rebooked my friend, and we will have another conversation.

[00:28:45] Everybody - sending you some love, wishing you well, go Expand your Fempire, be a Woman of Impact and we'll pick it up next time.

We hope you enjoyed this episode of Expand your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

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Connect with Andrea Woolf

Andrea is the founder of Women of Impact, a community and movement of amazing women who are ready to change the world and, in the process, take their business, career, and life to a whole new level. She is also the author of *'Ignite Your Life - How to Get From Where You Are to Where You Want to Be.'* Andrea is a dynamic coach and highly sought-after trainer and motivational speaker.

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